

Japan Travel

Japan Travel Scope

PROJECT SCOPE	
Nature of project:	Research and product development
Project outline:	<p>To research the north American market for intending travellers to Japan, outlining where these people get their inspiration and buy the services needed to make their journey.</p> <p>Further, to develop some travel products which currently do not exist in the Japanese market but which would help Japan Travel to create a new channel for consumer purchases.</p>
Intended deliverables:	<p>Research report on the USA market for travellers to Japan</p> <p>An ordered list of 10 potential travel products, with a mini description for numbers 4-10, and a richer product description and examples of similar products elsewhere for the top 3.</p>

Japan Travel Scope

Original request was for 10 “products”

What’s a product? Market research? Service offering?

What we settled on;

- Market research for potential North American customers
- Web page and content assessment

Market Research Methodologies

- Online Survey
- Channels (Facebook, Instagram, LinkedIn, MBA cohorts, professional colleagues)
- 110 respondents in less than 24 hours!
- Types of questions (Demographics and Interests)
- Style of questions (Multiple choices & Open-ended questions)

Observations & Trends from Market Research

Summary:

Total 110 respondents

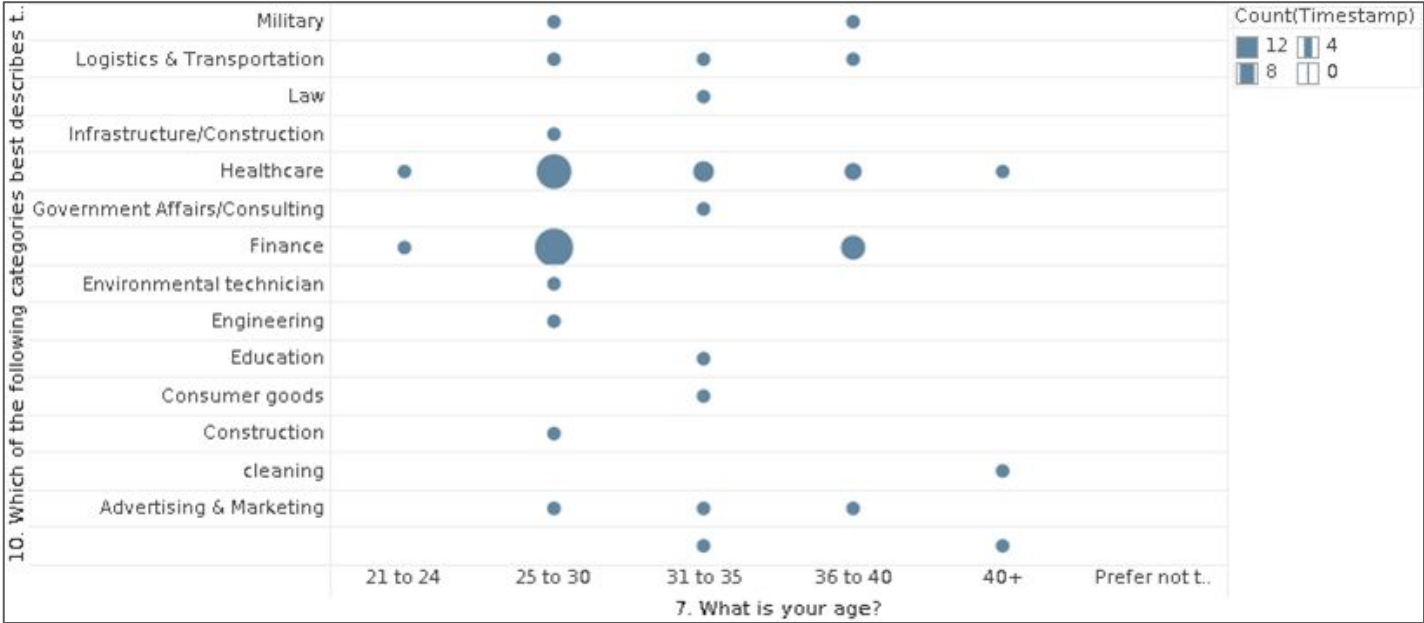
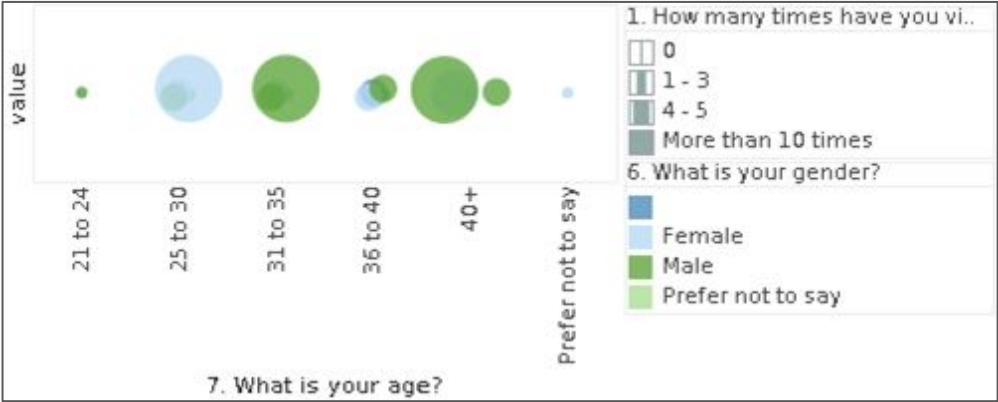
Most respondents 25-35 with male to female ratio 1:1

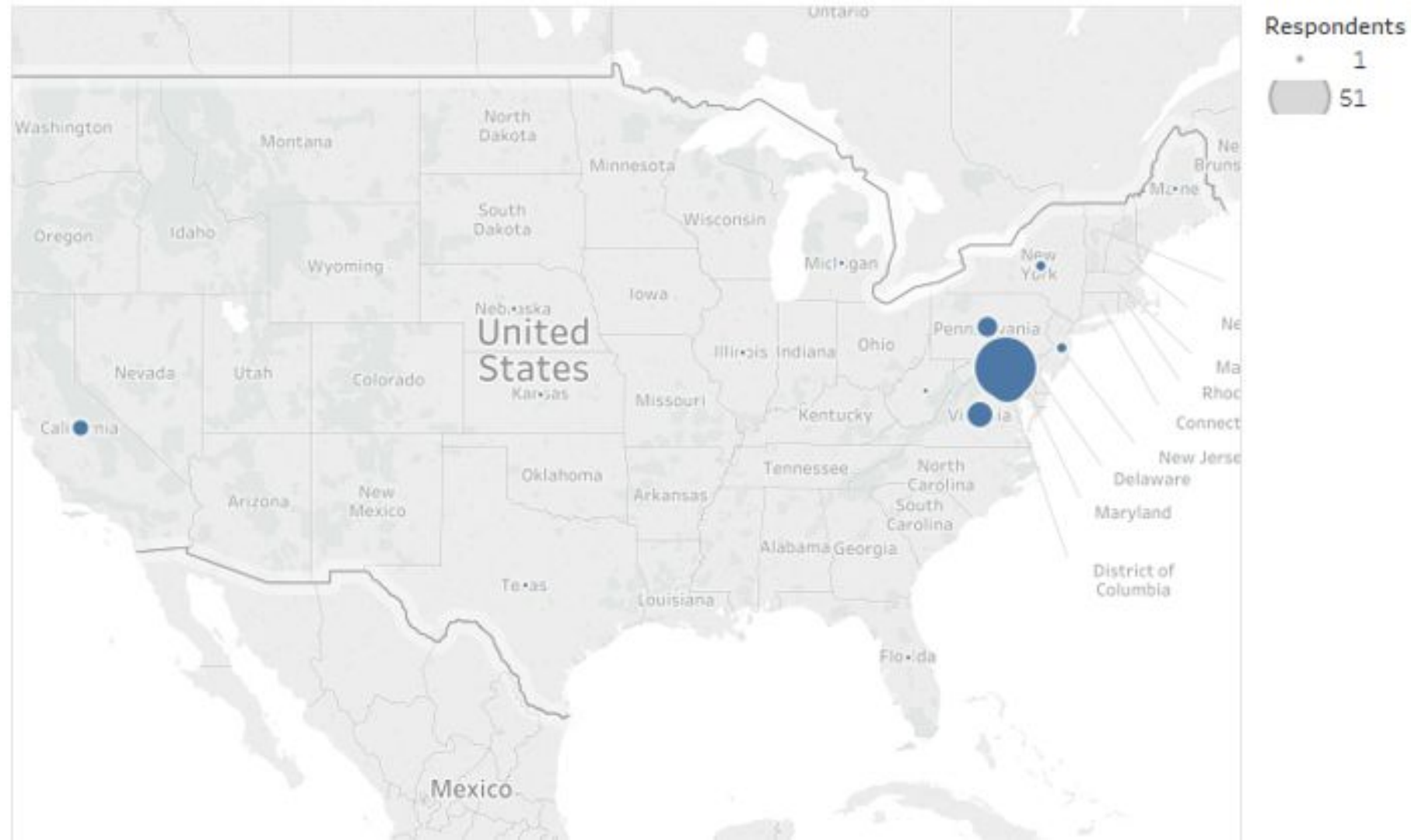
Healthcare and Finance are two of the largest sectors respondents in

Respondents concentrated in DMV area (MD51, DC20, VA9, total 80/110=72.7%)

- Majority visit Japan for vacation, followed by work, family/friends, and Olympics. The trend is consistent across all income groups.
- Travelling for work mainly exists in higher income groups.
- When respondents think about Japan, Rich culture came to mind in most respondents; interestingly, some portions of respondents (mainly age group 25-35) think of anime/video gaming as the first impression.
- Cost is the main obstruction among all groups. However, as income becomes higher, cost is playing a less significant role. Distance and time serve as obstacles as well.
- Most diversified activity needs emerge from \$80,000-\$150,000 group.
- Further investigation with specific groups (high affluent group) needed to better understand their specific preferences.

Demographics & Behaviors

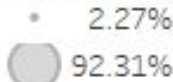




Motivation for Travelling to Japan

2. Why would you want to travel to Japan?

% of Total Count of Respondents



% of Total Count of Respondents (size) broken down by 2. Why would you want to travel to Japan? vs. 8. What is your annual income?. Percents are based on each row of the table.

Top Activities:



Q3 Impression



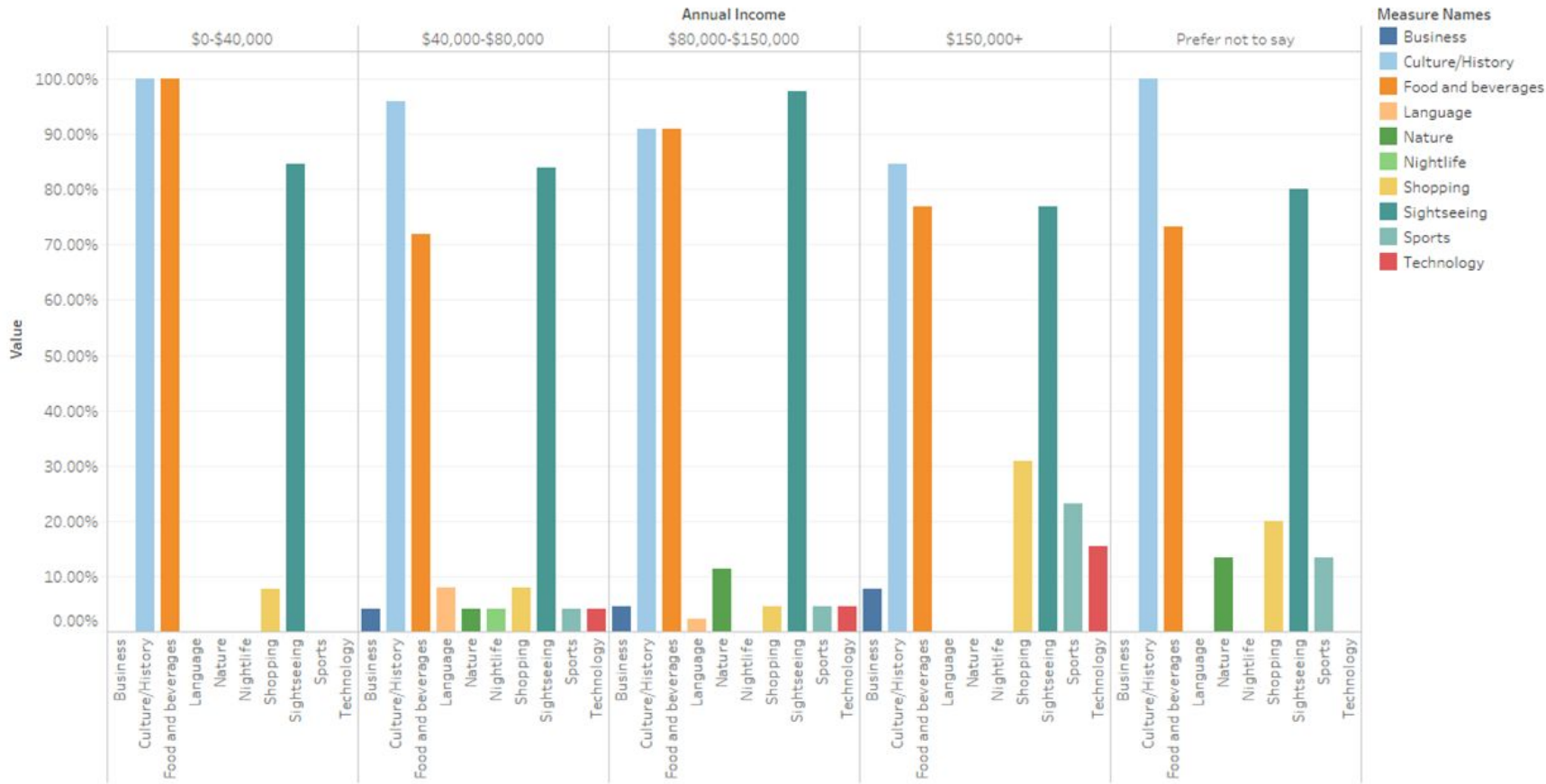
% of Total Count of Respondents (size) broken down by 3. What's the first thing that comes to mind when you think about Japan? vs. 7. What is your age?. Percents are based on each row of the table.

Q4 Obstruction



% of Total Count of Respondents (size) broken down by 4. What's the thing that is most preventing you from traveling to Japan? vs. 8. What is your annual income?. Percents are based on each row of the table.

Q5 Top3 activities that drive you to Japan



Business, Culture/History, Food and beverages, Language, Nature, Nightlife, Shopping, Sightseeing, Sports and Technology for each Annual Income. Color shows details about Business, Culture/History, Food and beverages, Language, Nature, Nightlife, Shopping, Sightseeing, Sports and Technology.

Website and Content Assessments

Strengths:

- Detailed, rich, well-written content
- Versatility as both a full-service travel agency with authentic travel blog provides unique positioning
- Knowledge of the country
- Photography
- Search capabilities
- Mobile-responsive and -optimized

By **Todd Wojnowski** Nov 8, 2018 - 3 min read

Many cities have iconic landmarks: New York City's Statue of Liberty, Paris's Eiffel Tower, Beijing's Great Wall. Tokyo has some unique features, of course, such as Tokyo Tower and the SkyTree, but to me the most identifiable landmark to the city will always be Shibuya Crossing.

It is an unquestioned must-visit for any trip to Tokyo.

The sprawling scramble intersection just outside Shibuya Station is an embodiment of Tokyo itself: action in all directions. Three huge television screens mounted on the buildings facing the intersection flash all day, while the rest of the area is covered with lights, advertisements, and more lights. And that's just when you're looking up. Look down, and you'll see the most remarkable feature of the area: the people. People are constantly pouring across the street from all directions going to even other directions. They all meet in the middle in a frantic mess, bumping, side stepping and swerving around each other as they try to cross.

Then, for a few minutes, it stops. These are some of my favorite times to be an observer at Shibuya Crossing: while the traffic gets its turn, each little corner of the intersection steadily fills up, up, up, and just as the people begin to spill out into the street, the crosswalk lights turn green and the mayhem starts all over again.

The intersection is a popular location for movies and media taking place in Tokyo. It has appeared in the films "Lost in Translation" and "The Fast and the Furious: Tokyo Drift," while making appearances in numerous music videos, newscasts, and animated programs. As a famous representation of modern Japan, photographers and videographers are almost constantly circling the intersection, climbing on guard rails and perching on subway entrances in an effort to find the best vantage point.

While fighting your way through the havoc in the center of the intersection is something any visitor to Tokyo should experience, Shibuya Crossing is also one of the most soothing and peaceful things to watch from a distance. The businesses facing the intersection all take advantage of their scenic position and have tables and windows facing the crossing. One of the most popular is the giant Starbucks located across from Shibuya Station. In addition to being a constant contender for the busiest branch in the world, its second floor seating area has a counter across its floor-to-ceiling windows, perfect for overlooking the intersection.

The surrounding area of Shibuya is a lively, popular destination for people of all walks of life. It is a popular nightlife spot filled with bars, clubs and izakaya, and weekend revelry is a common sight. It is also a trendy shopping district. Shibuya Station itself is a large hub of Tokyo trains and subways. Its Hachiko Exit (Exit #8), which leads to Shibuya Crossing, is enormous and always bustling, and is one of the most popular meeting points in the city. Many other subway exits of the station also surround the intersection.

While Shibuya Crossing may never receive the international status of other cities' landmark buildings, towers and bridges, it is an undeniable representation of the City of Tokyo itself: lots of people, lots of action, and lots of fun.

Was this article helpful?

[Suggest an edit](#)

Things to Do in Tokyo



22

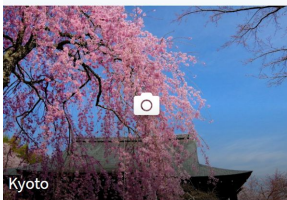


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14



THINGS TO DO IN KYOTO



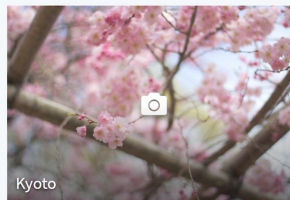
Kyoto

CULTURE

Kyoto Tenryu-ji Temple in Spring

Tomoko Kamishima

2



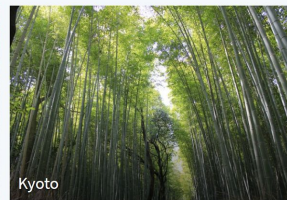
Kyoto

ACTIVITY

Sakura Viewing along Kamo River

Jaime Wong

6



Kyoto

ACTIVITY

The Bamboo Forest of Arashiyama

Suwannee Payne

152 23



Kyoto

CULTURE

Kyoto's Historic Kifune Jinja

Sandra Isaka

9

Ambitious in nature

No matter what the request, we deliver any kind of experience through our vast network of providers – your imagination's the limit!

Passion for hospitality

We tirelessly work to fulfill your needs, paying attention to the finest details and delivering you the best experience

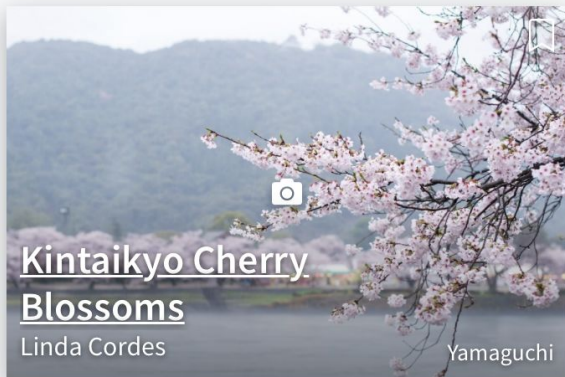
Pride in what we do

Our global team combines local experts and tourism specialists, whose passion, love and knowledge of Japan is shared with our customers



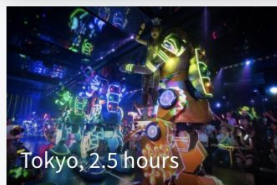
Your official Japan travel guide

Things to do Tours Latest Nearby

Kintaikyo Cherry Blossoms

Linda Cordes

Yamaguchi



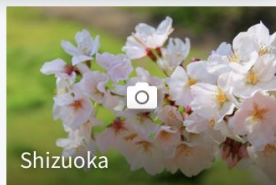
Tokyo, 2.5 hours

TOP CHOICE ACTIVITIES

Robot Restaurant Show

5.0 ★ (2)

¥5,248



Shizuoka

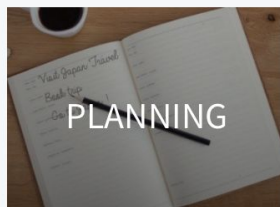
ACTIVITY

Enjoying Numazu's Cherry Blossoms

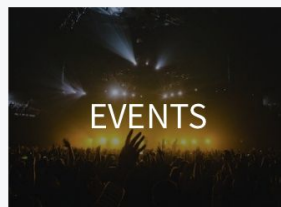
Tyra 'nell Pille-Lu

5

DISCOVER JAPAN TRAVEL



PLANNING



EVENTS



TOURS



MAP

FEATURED ON JAPAN TRAVEL



Matsue and the Izumo Region

A hidden time capsule of feudal Japan



Experiences



Osaka, 8 hours

ACTIVITIES

Osaka Shore
Ex... Ship Passengers

Kyoto, 12 hours

ACTIVITIES

Visit Amanohashidate
and In... Japan Coast

¥10,692 +



Yamagata, 8 hours

ACTIVITIES

Shore Excursion to
Mt. Hag... Passengers

Miyazaki, 8 hours

ACTIVITIES

Miyazaki Shore
Ex... Ship Passengers

More experiences

Website and Content Assessments

Weaknesses:

- Content hidden or buried
- Travel agency services are not immediately apparent to site users
- Busy homepage
- Lack of crosslinks
- Navigation unclear
- Too search-dependent



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Your official Japan travel guide

[Things to do](#) [Tours](#) [Latest](#) [Nearby](#)[More things to do >](#)

Bishamondo Naked Man Festival, Urasa
Rufus Starbuck

Nigata



Fukuoka

CULTURE
Plum Blossom at Maizuru Park
Tristan Scholze

♥ 1 @ 4



Kyoto

CULTURE
Plum Blossom at Jonan-gu in
Kyoto
Cathy Cawood

@ 1



ACTIVITIES
Nakano Broadway and Studio
Ghibli Tour

¥8,500 +



SPONSORED CULTURE
Experience Rural Tourism in
Otawara
Featured

@ 5



CULTURE
Cascading Japanese Plum
Blossoms
Ellery Smith

@ 41



TOP CHOICE ACTIVITIES
Robot Restaurant Show
5.0 ★ 2 Reviews

¥5,248

Accommodation	Activity	Culture	Food
Nightlife	Beauty & Spa	Shopping	Transportation

DISCOVER JAPAN TRAVEL



FEATURED ON JAPAN TRAVEL



JapanTravel

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Food



Tokyo Ramen Show



Kobe's Sushi Secret:
Fusazushi



Crisp Salad Works
Daikanyama



Akiyoshi

Search...

[IZAKAYA](#) [WASHOKU](#) [SUSHI](#) [OKONOMIYAKI](#) [KORE BEEF RESTAURANTS](#) [MICHELIN DINING](#)

2,118 RESULTS

Sort by -



FOOD

Shinjuku's Memory Lane

Andrew Ng

Previously known as Piss Alley, over 60 bars and restaurants are crammed along the side of Shinjuku JR station on the grounds used.

Tokyo ♥ 12 @ 6



FOOD

Tomita Ramen in Matsudo

Tom Roseware

Tomita Ramen offers award-winning and tasty tsukemen ramen at its small ramen shop in Matsudo, Chiba prefecture. Opened in 2006...

Chiba ♥ 76 @ 2



FOOD

Mochi Pounding at Nakatanidou

Cheryl Mui

Have your mochi pounded at breakneck speed by champion mochi-making experts before eating it fresh and warm on the spot.

Nara ♥ 15 @ 9



CAFE

10 Unique Starbucks in Japan

SEARCH FILTERS

[American](#) [Cafe](#) [Chinese](#) [French](#) [Italian](#)[Indian](#) [Italian](#) [Japanese](#) [Korean](#)[Mexican & Spanish](#) [Thai](#) [Vegetarian](#)[All prefect](#) [All content](#) [Food](#)

POPULAR

[Recommended](#) [Popular](#)

4

Ushigoro Bambina Grilled Beef Bar



2

Nanaashi Ramen



3

Grilled Eel at Kawatoyo



4

Kameki Sushi

Your official Japan travel guide

Japan Map

Tokyo Osaka Kyoto Hiroshima



Osaka Castle
A massive stone and brick structure, Osaka Castle is a symbol of the city's history and culture.

Osaka	Kyoto	Hiroshima	Nagasaki	Yokohama	Sendai
Osaka	Kyoto	Hiroshima	Nagasaki	Yokohama	Sendai
Osaka	Kyoto	Hiroshima	Nagasaki	Yokohama	Sendai
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Osaka	Kyoto	Hiroshima	Nagasaki	Yokohama	Sendai
Osaka	Kyoto	Hiroshima	Nagasaki	Yokohama	Sendai

Work Projects



Osaka Castle
A massive stone and brick structure, Osaka Castle is a symbol of the city's history and culture.

Accommodation
Nightlife

Activity
Beauty & Spa

Culture
Shopping

Food
Transportation

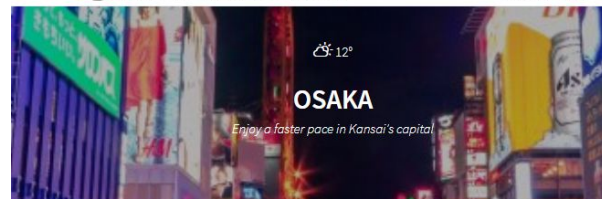
DISCOVER JAPAN TRAVEL



Experience local culture
in Sendai, Miyagi



FEATURED ON JAPAN TRAVEL



12°

OSAKA

Enjoy a faster pace in Kansai's capital

Accommodation
Nightlife
Activity
Beauty & Spa
Culture
Shopping
Food
Transportation

THINGS TO DO IN OSAKA



ACTIVITY
The Wandering World of Harry Potter
Camille Dufourblain
10/24



ACTIVITY
Universal Cool Japan 2019
Japan Travel
10/24



FOOD
A Pizza House in Nippombashi
Satoshi Lian
10/27



FOOD
Nanase Tomoe
Tadachika
10/22

TOURS AND EXPERIENCES



TOURS
Japan Tour: Osaka, Kyoto, Nara and Tokyo (Halal)
Japan Travel delivers the best of Japan for you to enjoy it all: the gourmet Osaka scene, the serene temples of Kyoto and Nara.
7 days
\$260,000 +



TOURS
Japan Tour: Osaka, Kyoto, Nara and Tokyo
Japan Travel delivers the best of Japan for you to enjoy it all: the gourmet Osaka scene, the serene temples of Kyoto and Nara.
7 days
\$240,000 +



ACTIVITIES
Make Takoyaki in Osaka
Learn how to make "takoyaki" - fried, ball-shaped octopus dumplings, and enjoy eating afterwards. "Takoyaki" originated in Osaka.
1.5 hours
¥1,400 +

View all

ABOUT OSAKA



Region (Kansai)
Island (Honshu)
Capital (Osaka)
Population 2,685,048
Area 225 km², 87 mi²

The center of modern Japan and the home of Japanese anime, Osaka is also at times one of the busiest cities in the world. The city is the heart of the Kansai region, and the most vibrant district of Osaka is the heart of the city. The city is the heart of the Kansai region, and the most vibrant district of Osaka is the heart of the city.

Walking around the streets of Osaka can be a gastronomic experience, with many food stalls selling delicious, delicious food, and other delicious food. Osaka is a city of food, and the most vibrant district of Osaka is the heart of the city.

WORLD'S MOST POPULAR JAPANESE
HIGHLIGHT: Osaka: Host city
More info

Things to do in Osaka

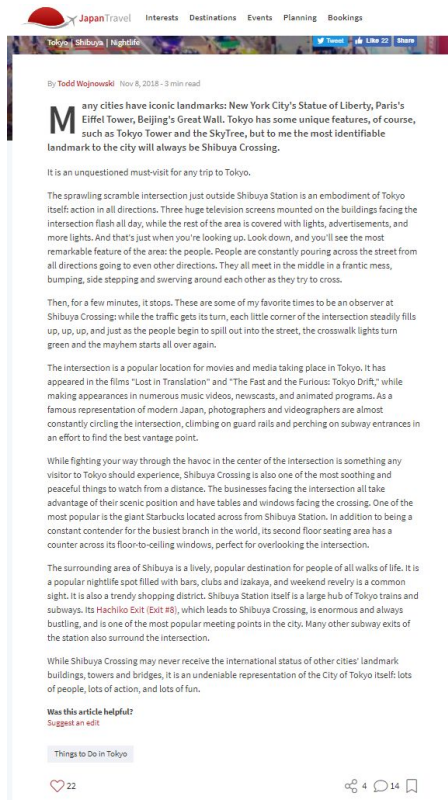
AROUND OSAKA



AREA
Sakai City
Sakai is a bustling city in Osaka prefecture brimming with scenic parks, historic temples, and museums. Just under an hour away from Osaka city, Sakai, also well-known for its quality.

AREA

Lack of crosslinking to other content on site



By **Bonson Lam** Jan 25, 2019 - 3 min read

You may have heard or seen the television series like "Tokyo Diner", or perhaps "Cheers", where everyone knows your name. It is the concept of an intimate eatery seating less than 20 people, and run by an "onesan" or "mama", usually the owner of the eatery. It is no coincidence that the word *onesan* means 'older sister', as the place has more of a family feel, a contrast to the formal atmosphere that some traditional Japanese Kaiseki restaurants are known for, where the customer is treated like the king.

What makes these places so different to the usual bars is that either the customers know each other, or the place is so small and conducive to social connection, that a newcomer is welcomed to their inner circle, kind of a private party where you can order much what you like, and you can chat to anyone in the restaurant.

While they are very much favourites and treasured secrets amongst locals, it is not often that tourists can stumble across a place like this. Here, you can talk on first name terms with the owner, as I call her my "sister" Tomoko, and the party got underway, attracting the attention of passers-by, hoping to get into the action. Invariably a couple would come in, and not wanting them to miss out, we poured them a shot of our huge bottle of sake.

This place features a counter which while a little on the low side, provided a view of the kitchen. We sat a little bit further over two wooden tables, while not next the kitchen, is so close that you can easily chat with the owner.

Tonight, due to several days of supply disruption, there was only four items available on the menu, Potato wedges, fried chicken, gyoza dumplings and yakisoba noodles. These were all crowd pleasers and our party of ten were more than happy to order multiple plates of each dish. Every dish, while simple, was cooked to perfection. The chicken was crisp on the outside and juicy on the inside, letting the natural flavours shine without over marinating the chicken. Likewise the Gyoza was juicy and had the right mix of meat and vegetables. Other crowd pleasers include sour citrus Shochu and *Kirin* beer on tap, though the local product like Sapporo Classic and Nikka Whisky is featured as well.

This is Hakodate's answer to the "hole in the wall" bars in Shibuya and those night eateries in Tokyo folklore that are under the train tracks of Shinagawa or Yurakucho. The place itself is simple, unpretentious, yet homely. There were just some wooden tables and a television in the background showing a baseball game. It blurs the lines between a private party at someone's house, and a pub or bistro.

There are many pubs like this in the eat street, a grid of small bistros in an area that you could would be lucky to fit eight cars. They mainly serve Japanese cuisine, and even though our pub didn't have Karaoke, as the place was so small and intimate, it was only natural that we break into song between drinks, whether it was *A hard day's night* or any other song where everyone knew the lyrics, well at least the chorus.

GETTING THERE

Located near the port, and hemmed between the Pacific Ocean on one side and the cold currents from Siberia on the other side, one could imagine this place being frequented by seafarers barely breathing after an epic David vs Goliath struggle on the raging seas. While this could be the case, you are more likely to see local salarymen fighting everyday battles in the office. The meals served reflect this with every eatery serving some kind of Japanese cuisine. Likewise there is little in English signage. When walking here from Hakodate station or tram stop, look out for the "Daimon Yokochō" or "大門横丁" sign in Japanese kanji script.

Website and Content Assessments

Recommendations:

- Simplify homepage to drive/focus user traffic to rich library of content
- Group content by top cities on homepage (level 1) followed by experiences (level 2) e.g. sightseeing, culture/history, food, hotel/travel accommodations within those cities rather than relying on search
- Highlight your full-service travel agency
- Crosslink content to other webpages on site
- Include \$USD amounts next to the tours and experiences page

PREFECTURES

Mie Shiga **Kyoto** **Osaka**

Osaka

Enjoy a faster pace in Kansai's capital

Events

Discover

Map



Osaka

ACTIVITY

Universal Cool Japan
2019



Osaka

FOOD

A Pizza House in
Nipponbashi

PREFECTURES

Mie Shiga **Kyoto** Osaka

Kyoto

Sacred shrines, Zen gardens,
bamboo groves and geisha

Events

Discover

Map



Kyoto

ACTIVITY

Miyama, Kyoto's
Mountain Retreat



Kyoto

FOOD

A Vegan Eating
Journey at Ain Soph

Tours



Kyoto, 1 day

TOURS

Enjoy 1 Day Tour in
Ky... Historical Sites!

¥4,583



Yamagata, 4 days

TOURS

Sea of Japan Bike
Tour (Self-guided)

¥92,000 +



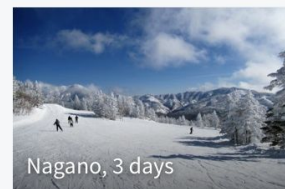
Tokyo, 1 day

TOURS

One-Day Tokyo Share
Bike Pass

5.0 ★ (2)

¥2,700 +



Nagano, 3 days

TOURS

JapanTravel Local:
Shiga Kogen S... 2019

¥27,900

More tours

Website and Content Assessments

Additional Opportunities:

- Sponsor travel enthusiasts on social media
- Increase the keywords and external links to include Olympics 2020
- Build a landing page for the Olympics leveraging preexisting content with some new Olympic-focused content with a link in homepage navigation
- Crosslink targeted content to other webpages on the site